

# THE COLLECTIVE TRAVELLER



## SLEEP SET 2016

Society is changing [pg.02](#) // Foraging in south east London [pg.03](#)  
Interview with an Expedition-ist [pg.04](#) // Meet your host [pg.05](#)  
Our Digi-world [pg.06](#) // A new breed of hotel [pg.08](#) // The Exhibit [pg.10](#)

Gensler





*This is a one-off pilot magazine aimed at our future hotel guests to explain what is in the local area, how they can connect with local creatives and how the design of their hotel developed. This zine and our hotel environment, based temporarily in the Business Design Centre in Islington for two days, are designed to spark ideas and start new conversations.*

*At Sleep Set we have hypothesised how a new breed of hotel can be developed to respond to a generation of people who have grown up with technology always on hand. This zine gives you some back story. A lot of discussions and ideas went on behind the scenes, this is just the tip of the iceberg.*

*If you typically stay with friends when you travel, hire a house or use Airbnb, you may find our approach to create an alternative hotel of interest.*

By Gensler Design Team

The Sinus-Institut has performed research over the last 30 years across the globe to identify modern values and attitudes and how these are expressed through our purchasing and communication choices. Technology now performs a prominent role in these choices, not least for our tribe the Digital Avant-gardes.

We (Gensler) were asked to design a space that responds to these changes and examine how our assigned tribe may use a hotel. We were then faced with three design challenges; the first was the tribe's name.

Through our discussions about what makes this person tick, the name given to our tribe - 'Digital Avant-garde' didn't quite resonate. This is a tribe who don't like to be pigeon-holed but have also grown up with technology and the internet. Implications of the name Digital Avant-garde threw up too many preconceptions about this person.

The second challenge was perhaps the most important – would our tribe even stay in a hotel? During our discussions it became apparent that our tribe would prefer alternative forms of accommodation over a traditional hotel; they appreciate the homeliness, flexibility, price and locality of these places. Therefore, we started asking ourselves questions such as 'what if a hotel

can be for the community as well as the guests?'; 'what if the staff saw themselves as hosts rather than service staff?'; 'what if aspects of the hotel were based on a peer to peer economy?'.

Our third challenge looked at the use of technology. Our tribe are so used to carrying their technology with them, that having it in the room is not really necessary anymore. The tradition of having a TV or phone no longer appeals to them. They are not interested in watching TV when they can walk through the streets of Rome; they are not interested in calling for room service when they can visit a great local restaurant in Kerela, or take street food back to eat at the hotel.

We have taken this opportunity to discuss this idea further through a series of mini-articles within this magazine – why not tell us what you think too.

**Over the past 60 years, we have seen a rise in the consumer culture, individualism and globalisation. This has led to modern societies becoming more complex and trickier to understand.**



Location is key

If you ask the populace why they love London, the answer will hint towards the variety; turning a street corner can often take you into a characteristically different area. South east London is creative, it has a residential community which is thriving and a vibrant social scene. South east London offers the full range of beautiful and grimy things to see, smell, hear, taste and touch; and it could be the preferred place for a new breed of hotel.

To find out more about some of south east London's gems we asked our studio and our collaborators, influencers and friends to share their local knowledge via Google Maps. Be curious and take a look – [bit.ly/2fC2ce6](https://bit.ly/2fC2ce6) and why not add your own intriguing places.



**to FORAGE** [a wide search in order to obtain something; to search and learn from the people and cities we inhabit for a new idea, craft, skills, thought or person. This might include physical and digital space. Also see: scavenge, hunt, search, look, exploration, question, scout, probe.]



# Meet Ebba & Lucas

**What's something you pack that's not absolutely essential but you have to bring?**

I collect Lego figurines so I always bring one with me to remind me of home. It's always a different one though.

**What's a 'common sense' belief that you think is untrue?**

Sometimes being a tourist is viewed as a negative thing but it can have its advantages, I like to use it to my advantage; you might be able to ask unusual questions or speak to people you might not normally think to. You have an excuse if you don't know an area or anyone. I enjoy being a tourist because I can explore other cultures rather than inflict mine on others. Oh and not everyone wants a TV in their room.

**Do you have any irrational fears that your travels have helped you overcome?**

It may sound a little odd but travelling helps my claustrophobia – I find seeing the world and its expanse, and meeting new people relaxing.

**Is there anything that concerns you about travelling?**

I'm always mindful of how my actions may have a wider impact; the choices I make - the places I shop and the brands/products I choose reflects that. I have a simple beauty regime as I don't like to use too many chemicals. The thing I struggle with the most is probably air travel, I love going away and have to travel for my work, but this can have a huge impact on my carbon footprint.

**What brought you to London?**

My boyfriend and I have visited London a couple of times before; we love the city and its vibrancy. We have friends here and usually stay with them but we fancied something a little different and they recommended SE London.

We'd heard about London Design Week so thought we'd take the opportunity to see some of the exhibitions and take advantage of some of the night life in the area. We've left the kids with their grandparents, they usually come along with us when we go on our bigger trips but we can explore different things this time. Although Copenhagen (where we live) is a cosmopolitan city, London offers something unique and really quite different from where we live. It's difficult to get under the skin of a place when you are only staying for a long weekend but we always choose places where we think we have a good local scene.

**Having been here for a few days, what have you found?**

We like the fact that if you stay in a less touristy place, you feel like you understand how that area really works. You see the bankers, the nurses, the food stall owners etc coming and going about their normal lives. You also get to try new places to eat such as the Model Market in Lewisham. They have such an awesome array of food stalls there, we tried Rola Wola and Mother Flipper – really tasty Indian street food and burgers; followed by some delicious local brews and we even stretched ourselves to have a little cake from the SE Cakery. The atmosphere was great, we ended up talking to some musicians who lived nearby.

I also like to dig out places to buy veg locally; we try and grow our own when at home so when away we like to find some fresh food to cook with if we can. If we can find local growers or crafters where we can ask questions and tips for our own projects, that's even better!

**What can't you live without?**

It goes without saying that would be my family. But, I'm also an early-riser, so I like to have the opportunity to get up and have my morning coffee outside on the terrace, even in the winter - taking in the morning sun and fresh air. If I couldn't do that, I would miss it a lot.



**What's your go-to technology?**

I sometimes question if I use technology too much. Having said that, I always have my smart phone with me and would struggle if I couldn't connect to the internet. I'm always checking things or collecting ideas. I recently saw a video on Youtube of a woman knitting with her arms due to the size of the yarn – I thought that might be a cool idea to try. There are standard apps I use to help navigate myself or to keep in contact with friends overseas. Although I like to send Christmas cards – I think these things of are still important. Geo-caching can also be great fun and a fascinating way to explore a city.

**How do you plan your trips?**

We always try and get a few recommendations from people we know – it's nice to have the option to go somewhere you think will be really good or go somewhere you like the look of. It's nice to see if the places we go to have some of the things we like to do at home. My boyfriend is a climber so we might seek out a climbing wall or if there are some local events going we'll try and catch a gig or try something new. Unfortunately these things can be popular so you can't always leave these to the last minute; blogs are always a good way to find out what's going on.



# And Carl, The Host

**Carl gives us a  
rundown of the  
things he likes  
about the hotel and  
how it operates and  
why he was drawn  
to working here.**

**Carl moved down from Scotland to study at UAL (previously Camberwell College of Arts) in 1999 and enjoyed the relaxed atmosphere and the creative people in the area so he never left. The area was a great mixture of excitement and reassurance. The area has changed a lot since then, but has retained its strong sense of community.**

**After working as a full-time illustrator for 14 years, Carl now divides his time between being a host at the hotel, doing freelance design commissions and spending time with his teenage children. He also occasionally teaches illustrating at the hotel in return for a free yoga class.**

“It’s incredible the amount of inspiration you gain from being around creative people who are excited by your little part of the world, and working here is a great opportunity to interact with them. It’s not just guests that I meet, we regularly host creative sessions where we will allow a designer to come in and use the space for a week or two, and while they’re here guests and locals can work alongside them or learn from them.

“This hotel tends to attract a younger demographic and I think that’s partly because of the openness within the space. The shared kitchens attract people who want to cook together, then spend the evening socialising. We have two kitchens and are thinking about installing a third as they’re so popular. When the founders started this hotel it was a bit of an experiment so they designed the space to be flexible and change over time. I get the impression that wasn’t easy but it has really paid off. During peak times, we get a real buzz about the place as people squeeze into every last bit of space and in the quieter months there’s quite a serene feel as the music gets lower, people spread out and mix in smaller groups. In fact, we have a big event tonight, one of our guests is a fantastic chef and has offered to work with our resident team to cook up a feast for nearly 70 people. If I have time, I sometimes like to do small sketches to document these kind of events.

“One of the benefits for me having lived in the area for so long and having worked as an illustrator is that I have a number of talented friends in the area with a shared passion for art and design. This means we have no shortage of people wanting to come and be based here or to show their work here or just to come in for a coffee. A lot of my friends have permanent studios themselves but being able to change their environment or talk through their designs helps them to stay fresh and inspired.

“What I enjoy the most is that this place is never static, every couple of months we get the whole hotel team together to discuss ideas about how we can develop or to plan new events. In a way, the hotel is a blank canvas for us and some of the best ideas come from the most unusual places.

“When I decided to join the hotel team it was quite a shift, I’d always thought as an illustrator I’d work with people a lot but in reality so much can be done virtually that I’d ended up not getting the conversations that I craved. Training to be a host was a welcome change. I definitely experienced some challenges getting to grips with the ever changing technology and all the instant messaging from visitors but now it has become second nature and I feel like I can almost keep up with my children, at least for now. It’s also changed the way I approach my design work, I can be more fluid and communicate with clients more effectively. This change in direction has been challenging but well worth it.”



# Our Digi-World

**The internet can make our lives faster, simpler and easier. It lets us meet new people and share stories or ideas. Its openness is its greatest character - beyond the control of a single person or organisation. Ideas often take on a life of their own online. Once posted, you never know who might read your comments or how far they might reach. How does this highly dynamic resource shape our lives and how is it developed further by other people?**

**We asked people for their thoughts on what technology people expect to have available; how companies use digital technology to promote themselves; and how we can identify the gaps that the digital world is yet to fill.**

**How has technology put the control back in the hands of the Maker?**

*by Helen Osgerby, SE Makers Club*

In the past, Makers have relied, depending on the calibre of their work, on the traditional route of agents, galleries and small craft shops to sell their designs. Handing over their work and their 'brand' to another. The tech-revolution, especially image-led social media, primarily Instagram, has changed this entirely. Suddenly, Makers have direct access to their audience, their market. Instagram has given control to Makers and a thriving 'community' has emerged.



By carefully taking pictures that show their process, tools, and finishes; that talk about issues, challenges and frustrations; that illustrate studio space, lifestyle and aspirations, Makers are able to demonstrate the authenticity of their work and build trust with their audience who follow along with genuine interest in the outcomes. Rather than relying on an agent to sell their work Makers are able to sell directly. And for the audience, the customer, they have something that they know the history of, the story behind, the provenance of something that they can see the real value in.

It seems that this is very much a new way of doing business, Makers share their learning, ask questions of one another, make connections and recommendations. And, of course, this image-led market place is global, boundaries are quite simply non-existent. Successful Instagram accounts which have achieved the balance of strong imagery and consistency in their posts are able to 'speak' in the universal language of the picture to the world. And, with this comes the ability to sell to the world. The tech-revolution is not only exciting, it's critical to the thriving designer-maker world.

Woodworker Luke Hope (Hope In The Woods) has a beautiful account as does potter Jono Smart. Instagram sensation Florian Gadsby uses his Instagram account to talk in detail about his process. Eleanor Pritchard (eleanorpritchardstudio) is definitely an account to watch - her work is beautiful and her feed is bright and interesting.

**Why travel when you can see most places online?**

*by Khue Thuy Tran, Interior Designer*



If you have access to Facebook, Instagram or see the overflow of travel photos every day, have you ever asked yourself why people love travelling so much? Why did our parents not bother as much as us? And how are our kids going to make their trips in the future? What is the purpose of travelling?

Can you stay in one place and still gain the experience/knowledge of travelling that everyone seeks? Different types of virtual reality devices have become more accessible that people in the future could sit in one place and explore Angkor Wat, or a view from Himalayas without the sweat and tears. And your wallet will probably thank you for it too.

But travelling is not just about getting to know new places, it's about sharing these experiences with loved ones. Wearable technology like Google Glass allows you to share every moment of your trip with those who cannot make it or aren't physically fit enough to do so.

Technology gives people so many options, and people are expecting more from their trips than just being in new places. Personally, nothing can beat the interesting people we may meet on the way that can challenge our view of life and change us in the way we would never expect. Knowledge can be gained from books, machines can give the same excitement as physically travelling, but personal interaction between human and human is subtle, random and unpredictable.

At the end, travelling is about getting to know the unknown in the most unexpected way, and if machines can solve the mystery of the human mind, we all can live more comfortably in the machine world.



What can hotels learn from the digital world?

by Trevor To, Architectural Designer

If you are having a good time, how do you tell the world about it these days? And how can hotels learn from that and deliver memorable experiences?



Rather than calling your friends or writing an email about your amazing experience, we now share it live on social media. But we don't only share it, we curate these moments with digital doodles – adding gestures and captions here and there, borrowing GIFs and mixing them to become our own creations.

Multiple platforms and instant sharing means we construct multiple virtual identities to express our different feelings and characteristics. We use a treasure chest of memories and virtual images to build our own self-identity.

Now can hotels create these multiple identities to appeal to different travellers? Of course. But how can they ensure they will be successful rather than just a series of mirages appearing on their official social media? People are very conscious of marketing and the techniques employed, they know a picture of an amazing view with no people is probably not what they will get when they arrive in the hotel. They do the same with their mobiles - cropping out unwanted parts from their Instagram posts. It is more important than ever that hotels spend more time and effort to create unique spaces and genuine experiences which people can capture and share. Let your guests be your brand ambassadors. Let them transform your brand and tell you what they really cherish in their stays or visits. Let them discover your hotel through interlocking functions with individual spatial qualities, but all flowing in a sequence that makes sense.

Look at the party palaces trending in London for example. They keep their guests entertained for the whole evening from early cocktails to fine dining or quick bites, to late night partying and clubbing. An all-in-one place but each activity curated to happen in its own set. The flow is seamless and people feel like they have visited many more places in a night without the need for coats or cabs.

And like all successful apps, if you bring one unmissable element to each of the functions or spaces your hotel offers; it can really set you apart. Look at the immensely popular listening clubs for audiophiles in London - people go there because they have the best hi-fi sets in store and they know their ears won't be disappointed.

This construct of multiple contrasting sensual experiences within one physical entity, may well be the future of successful hotels. People will fall in love with this kaleidoscope and reward your hotels with their colourful and loud GIFs online; their contemporary seal of approval.

What technology do hotel guests expect in their rooms?

by Oli Morgan, AV + IT Director, Blend

For some time, the challenge for hotels has been to match or exceed the entertainment systems guests had at home. This was a real challenge given the pace of change in technology. The focus now though has changed from in-room guest entertainment systems having all the bells and whistles, to ensuring the guest can easily bring their own devices and use the room display and sound systems for viewing or listening to their own content. Hotel internet platforms that allow single sign-on and instant sharing of content across platforms, whilst connected to the hotel's internet service, are now, thankfully the norm.



Having a very fast, free and reliable wi-fi internet connection and USB/wireless charging is expected, especially for hotels targeting 20-30 year olds. Reliable and intuitive room controls for lighting; HVAC, DND/MUR are also still essential whether via a wall control plate or in-room tablet.

In addition, automated guest interactions are becoming commonplace with NFC (Near Field Communications) and BLE (Bluetooth Low Energy) locks that can allow a guests' key to be digitally sent to them and bypass the check-in at the reception desk.

We are seeing the numerous platforms that hotels require to operate, becoming further integrated. PMS, POS, IPTV, CRM, room lighting, heating and cooling systems have for a long time been integrated, but the level and complexity of integration has increased, allowing hotels to leverage data that they may already have. For example, CRM guest profiling can be enhanced such that their preferred lighting scene and temperature are preset when they enter their room, the guest's native language and favourite TV channels are at the top of their Electronic Program Guide, customised welcome messages are delivered, and advertising through the IPTV system or room tablet controller, is targeted at the individual preferences.

Voice recognition for room control and concierge features has been rolled out at select properties by some of the main hotel operators in 2016, and we expect this to become more common as Guests become more used to voice interaction with other devices such as Siri, Google Now or Amazon Echo.

Enhanced AI (Artificial Intelligence) in voice recognition is an area to be watched, and likely will become a reality in the short to mid-term. Hilton in conjunction with IBM have explored a robotic concierge solution and the same AI technology is being explored by various operators for other guest interfaces such as voice and text, to improve the customer service.

Despite these trends and the associated increased spend on technology by hotel operators, for some brands or boutique hotels, there is still the need for the more traditional approach and personalised service to be combined with the latest technology. For these hotels, combining the two approaches seamlessly is the challenge.

Is technology changing our values?

by Anna Kirkham, Marketer

Empathy is one of those basic human traits that we are all born with but it is also something to be nurtured and valued. The way we learn is through watching and listening those around us; seeing what others are doing and trying it for ourselves. By doing so we connect with our family, friends and wider community. But, as humans we are also incredibly adaptable, meaning that as our communication style changes as does our ability to empathise.



We are all different, some of us are introverts others extroverts, some of us are Digital Avant-garde others are Traditionalists. Which is why listening and learning, taking the time to understand another person's point of view is incredibly valuable as well as appreciating the different ways people learn and express themselves.

However, as society progresses and our use of technology changes our ability to empathise is depleting. We value extrovert characteristics over introverted characteristics, despite research showing that introverts make more considered choices and often better leaders. And superficial images taken for Instagram are revered over genuine connections on a day to day basis – but can't always be shared. We are bombarded with content everyday which our brains simply can't process which has led to people's attention span's shortening (in 2000, the average human attention span was 12 secs, today its 8).

Maybe some of the most valuable tech might be a key tray which also charges your phone, a blanket with built-in electrics which limit the notifications you receive, lighting which emits orange/red light over blue so you sleep better.

Can we use technology to increase our attention span and to build empathy? Some already exist of course, but what's next?

I want my 4 seconds back.

# A new breed

## Walk the talk

This journey, started at the end of May 2016; the theme was known but there was a need to get a better understanding around what this meant. At Gensler, the design team opened up the challenge of creating a hotel for their tribe to the whole studio including designers, architects, marketers, strategists, document controllers managers and graphic designers to gain their thoughts.

Initially the focus was on who the tribe (previously known as Digital avant-garde) truly are. If you cut out the traditional demographic elements of age, gender, ethnicity, sexual orientation; what are we left with?

**All good design firstly de-constructs, makes space for the new ... good design is like pulling the pin on a thought grenade.**

[Simon Nowroz](#)

In truth you are left with a great deal. As the discussion evolved key features started to appear: family and good quality food seemed to be really important; valuing technology which kept them connected to love ones such as Facetime and the ever-vital charger. The workspace of this tribe might be an art studio or co-working space; and a job which could offer opportunities to travel abroad. It was interesting to see that most groups agreed that this person would feel anxious about feeling disconnected – this doesn't necessarily mean just digitally but feeling like they are stuck at home or not experiencing the world around them.

Following this a design brief was set for individuals or teams to create a series of images and a 3D model that represented what this hotel should be or could include.

There were some fascinating responses. One design was a highly flexible hotel where walls and furniture could be folded and unfolded to create interesting and unexpected spaces. Another design proposed a hotel that consisted of rooms dotted all around the city and the exchange of keys between guests became a major focus. Other designs that focussed on how people could use the hotel to create or find places to leave their mark, to either express themselves or to pass on advice and travel tips.

The most exciting result was that there were key consistencies across nearly all of the designs.

- Folding & unfolding**
- Hosting & co-hosting**
- Flexibility & creativity**
- Community & interaction**

## De-constructing hotels

Simon Nowroz and Claudine O'Sullivan joined the Gensler team to review the design brief submissions. Simon as a consultant within a think tank and Claudine as an illustrator provided the design team with further insights and perspectives



Simon is...attracted to hard-to-solve problems, disruptive complexity and making sense of volatility. Big fan of collaboration and X-sector convergence to achieve systemic change. Hard wired to find a better way.

Simon identified four conventions that were being challenged:

- #1** Traditional hotels provide privacy; this is about openness.
- #2** Traditional hotels are about passivity; this is about productivity (mental, physical, creative) ... the maker aspect.
- #3** Traditional hotels are about control [of behaviours]; this is about participation.
- #4** Traditional hotels are about a static culture; this is about culture making.

Claudine also highlighted the change in technology that people demand when they travel. If people want to watch the news they don't necessarily need a TV, they can watch it on their phone or tablet. For many people, current technologies have guided people away from focussing on the physical technology and towards content and its possibilities.

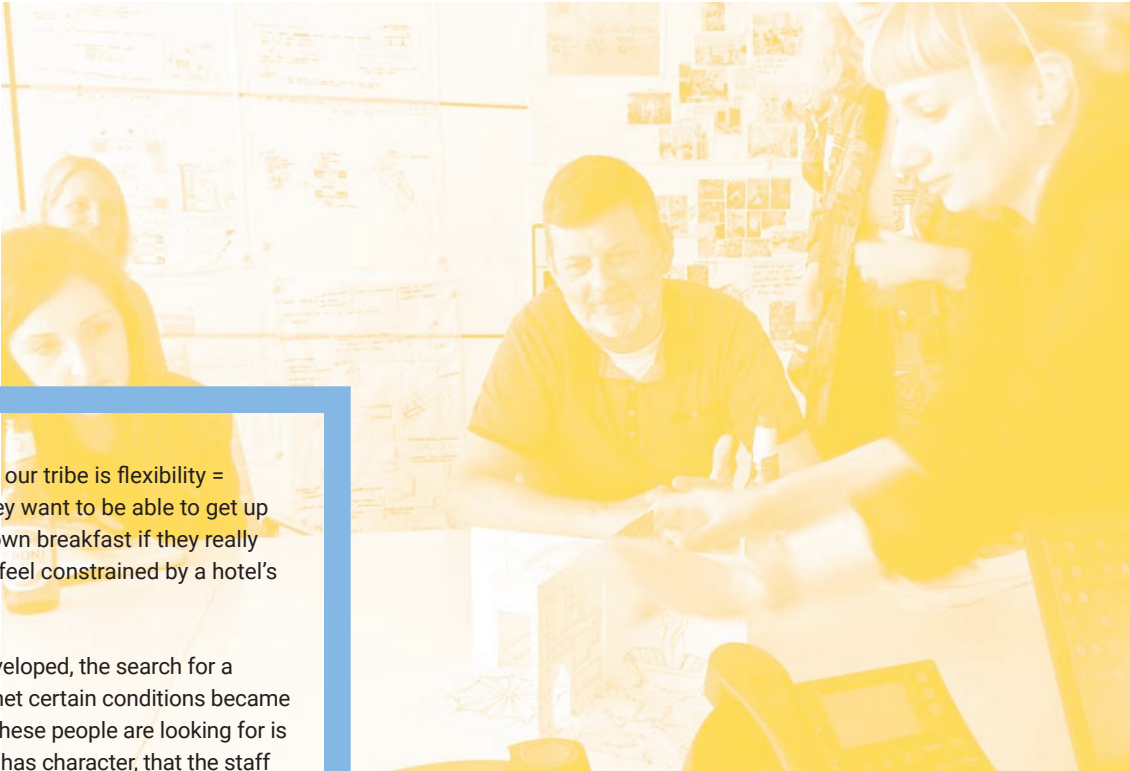
By working through these conventions, we might see an evolution of the assumed hotel operating model. It challenges not only current designs, but the prevailing mentality of what a hotel is.



Based in London, Irish artist Claudine O'Sullivan has gained industry spotlight for her distinctive hand drawn illustrations, featured in the worldwide Apple Pencil campaign. Her uniquely traditional drawing style has appealed to established brands such as MTV, WeTransfer, Tiger Beer and Derwent Pencils.



# of hotel



## Time to rebuild

It became clear very quickly that our tribe loved to share and forage for new ideas in the real and digital world. It also became apparent – that they wouldn't stay in a hotel. They would likely seek out friends, hostels or interesting looking Airbnb's before going to a hotel. This is not about price but getting value for money and feeling comfortable and free to relax. The key to the design concept therefore became 'How do you develop a hotel experience for someone who wouldn't stay in a hotel?'

For instance, could a hotel offer workshop space for local artists and makers in exchange for running a course every so often? Could they have a repository for DIY tools which the community can rent out for people who rent in the area? Could a communal kitchen be stocked with the basics? Could they access a car pool or rentable bikes if they want to explore the city or beyond the city? Could the products you use also be possible to buy from a local shop? Could visitors experience the city alongside people who live here?

The mentality of our tribe is flexibility = convenience; they want to be able to get up late, cook their own breakfast if they really want to and not feel constrained by a hotel's routine.

And as ideas developed, the search for a concept which met certain conditions became apparent. What these people are looking for is somewhere that has character, that the staff are well-equipped with local knowledge (having lived in the area perhaps) and initiative to host guests, to meet the variety of their different needs, as well as the surrounding community.

## The *Hotel* should be:

**Experimental and Unscripted**  
**Highly Sociable**  
**Community Focussed**  
**Creative**

## The world wide web

**Kate Forest from Molteni spoke to Gensler about an exciting time in digital prognosis.**

When speaking to the Gensler team Kate's interest was piqued because the tribe being discussed had many resemblances to the predictions she discussed while studying in 1989. Her course director had suggested a device would be created which could store a collection of 3,000 tracks on a personal hard drive consisting of downloaded 'bought' tracks and recordings of existing CD and vinyl collections, so that everything you have at home would always be there to comfort you. He'd even controversially suggested that bodies would not be required in the future as all we would need were just brains with our heads to store them in. This new world of instant communication, personal hard drives and virtual reality would provide us with everything we want. Any experience we crave or place we want to go we could create for ourselves – we would have exactly what we want when we want it.

In Kate's opinion today, we certainly do need our bodies so that we can physically travel with our virtual creature comforts. The hotel room is our base to sit and look up the coolest places to go, how to get there, what to see and experience when we get there. The base must be slick and stylish, we don't need a hotel binder with sheets listing the best places to go, which restaurant to eat in. We don't need a computer, we have our own. In this tribe the only thing we require is a dry, warm, soft place with a plug socket, simply designed for this tribe please.

In 1989 Kate was about to embark on a BA Fine Art degree, when the course director, Roy Ascot changed its title to BA Interactive Art. He realised that with the advent of the internet he could include new disciplines in relation to digital technology alongside the traditional Fine Arts of Printmaking, Sculpture and Painting. The debates with Roy during those three years regarding what the future held were enormously exciting for Kate and her fellow students.

Roy is now a practicing artist working with cybernetics and telematics focusing on the impact of digital and telecommunications networks on consciousness and continues to inspire more people to consider this.

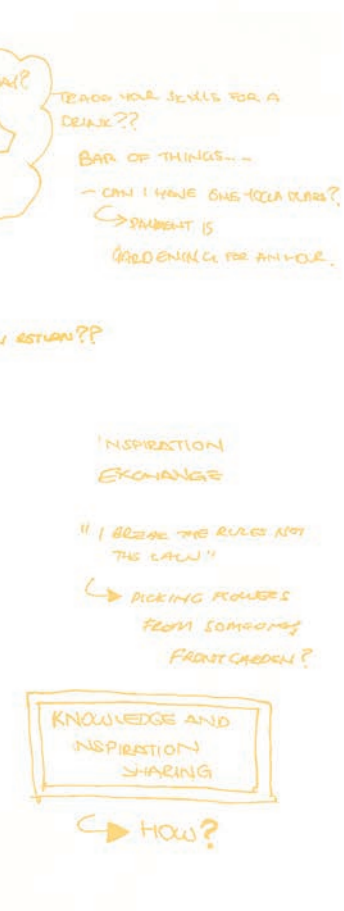
## A little more about the concept

We believe that which matters most should not give way to that which matters least. Our tribe is a group of people who believe in those small fleeting connections and lifelong relationships which enrich and bring energy to our lives.

Our concept is potentially a platform for the community itself; for local illustrators, weavers, potters, joiners, jewellers, makers, leather workers, writers, graphic designers and numerous others. This is not a static environment. By sharing ideas, experimenting and working together the hotel will develop with the community.

We want the guests, staff and community to feel encouraged and empowered so they can learn from each other, to learn from the cities they visit and live in; to absorb the energy they exude. Everyone and everywhere is unique and this should be celebrated. Everyone has a story worth listening to.

Our hotel concept is a journey of brief encounters, true stories, found sounds and sharing parts of ourselves with those we meet along the way. It encourages the inquisitive, of being open to all that our surroundings have to offer; to forage for the good, bad or peculiar.





Collaboration & Communication have been essential for the exhibit at the Building Design Centre, Islington.

by Claire Richmond, Interior Designer, Gensler

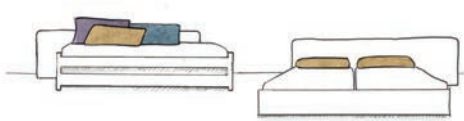
Getting the right partners for the execution of the exhibit and ideas has been crucial for Gensler to remain true to the initial concept and tribe. These are companies with ethical values, local creatives with entrepreneurial spirit and makers who are able to respond to unique requirements of the design.

The artwork that depicts the context of the city represents the importance of the local community for the hotel. It must be based in a creative part of the city in order to attract a local creative community to get involved in the social scene. Gensler worked closely with Muzeo to create a piece that documents the local characteristics of the area, like the Jam Circus where you can choose between taking your children to soft play, going to a pub quiz or grabbing an afternoon coffee, or visiting SE Cakery where you can learn to bake amazing brownies. Many of the recommendations highlighted were provided by SE Londoners.



South east London collage

The custom bed, by AVI and Busy Bee Builders Merchants Ltd, allows the flexibility of the space to be demonstrated. Guestrooms have recently been seen as sanctuaries to escape to a place for privacy however this tribe of people who would visit this hotel are happy to share space, to sit up talking while others sleep. The bed is used to show flexibility; how spaces can be used for a variety of different needs.



The Lithoverde stone from Salvatori, featured in the bathroom, is the world's first recycled stone texture. 99% composed of offcuts, with the remaining 1% as a natural resin binder. The offcuts are layered together to create a beautiful texture with every block resulting in a unique pattern which makes it perfect for this project.



# The Exhibit

## Working together

The selection of a strong build team for the hotel installation has been paramount. S&T Interiors partnered with Gensler to provide this high quality build and a great level of finish. S&T also engaged AVI for the joinery, Chiltern Contracts for the tiling and stonework, LJJ Mechanical & electrical contractors and PK Decorators. While Soltech has installed the Barrisol membrane and profiles for the exterior of the pods.

The build process has been fast paced and initially involved building the structure off-site. The complex forms required the initial build to make sure the joints and detailing could be mocked-up effectively for the final installation. In general designing a highly temporary space brought up many interesting challenges about rigidity, coordination and detailing. It's a very different challenge when compared to building a typical hotel mock-up room.

The technique for installing the Barrisol is fascinating to watch, a space can be transformed quickly by the approved installers once all the framing is in place.





## Featuring Local Creatives

For two days only on the gallery level at the Business Design Centre, products from local artists and makers are featured in the Sleep Set; promoting craftsmanship and entrepreneurship in London. It's the intent of the design that a locally focussed hotel would always support the local community and creatives wherever possible. Here we highlight a few of these craftspeople...

The vases on display are from Pia Design, they were selected from her Home range so that their use in the hotel could also promote her business. Pia Design is a design studio founded by Pia Wüstenberg, based between East London and North Germany. The studio focusses on designing for craft production for clients all around the world.

Resound is a series of organic amplifiers for iPhones by British designer/maker Camilla Lee. They were created to put the warmth and interaction back into music listening. Connecting modern technology with the nostalgic style of the gramophone, the Resound series enhances the iPhone's music through natural materials. Camilla is based at Cockpit Arts, an award winning social enterprise and the UK's only business incubator for craftspeople.

And Tortie Hoare, who is based in Kennington. In her workshop she moulds leather was a process used in Medieval times to create armour. Tortie combines these old techniques with contemporary design to create furniture and products, forming a cohesive relationship between the heat formed leather and other materials. With a skilled cabinet makers background she uses the unique hardening properties of the leather as the core of her sustainable and ergonomic pieces.



## Live at the event

To elude to the atmosphere that could be created in the social areas this hotel concept, local makers and writers have been invited to demonstrate their skills and show how personal relationships can be cultivated by bringing in people from the outside.

Here's what they have to say for themselves:

### Harry Owen - Owen Leather



A designer by training and a leather-worker by vocation, I began learning the basics whilst working as a shoe repairer at my local cobblers from the age of 16. Teaching myself traditional leather craft techniques as a hobby whilst studying at art school, eventually I amalgamated the two producing a collection of bags and graduating with a BA (Hons) in 3D Design from Camberwell College of Art. Since then I have developed my skills and set up my practice in North London making a beautifully crafted range of belts and small goods alongside bespoke bags and cases

### Gemma Seltzer - Creative Writer & Blogger



I love creating stories from the stuff of life, and write for online, live and print platforms. I have presented my work in the UK and Europe, on BBC radio, and at festivals including Latitude and the Venice Biennale. This year, I'm working with older people as part of a writing residency with Age UK Bromley and Greenwich, collaborating with a photographer and a dancer on Performing Small Spaces, and writing my novel about an unconventional family - a ventriloquist, his daughter and the dummy.

### Dunia Tigris Gensler - Product Designer



Dunia is a young designer from California based in London. Her work is a balancing act of contemporary sophistication and traditional processes. Dunia studied 3D design at UAL, graduating with a First Class Honours.

Each of these makers love what they do and have a passion for creating.



**#digitalavantgarde**  
**#Sleep16**  
**#ScienceOfTribes**  
**#sleepset**

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**Gensler**